

## PAUL ROBESON GALLERIES



**September 1st - November 10th, 2010**

Opening Reception: Thursday, September 16th, 5 - 7 pm

Paul Robeson Galleries at Rutgers University is pleased to present and invite you to the Opening Reception of **"XOCOLÄTL: sweetness of a bitter seed"** created by media artist **Hector Canonge** for the exhibition *Bittersweet: The Chocolate Show*. The project is a multimedia interactive installation that explores cultural traits in relation to the production and consumption of chocolate in various countries around the world. XOCOLÄTL relates to the transformation, commoditization and codification of cacao seeds in various countries around the world. The project integrates new-media technologies (scanners, computer, UPC codes), chocolate products from various countries (packaged, bottled, canned), and appropriated visual narratives (video, print advertisements, and packaging art) to construct a non-linear survey of one of the world's most complex commodities.

Hector Canonge is an artist who lives and works in New York City where he studied literature, film and Integrated Media Arts (MFA 2006). His work incorporates the use of various media, commercial technologies, physical environments, cinematic, and performance narratives. He has been awarded scholarships by Harvestworks, fellowships by NJCU, and has participated in residencies at Atlantic Center for the Arts, AIM Program 27 at the Bronx Museum of Art, Newark New Media at City Without Walls, Dyson College of Arts and Sciences at Pace University, and The Wassaic Project. Canonge's work has been featured at the Queens Museum of Art, Jersey City Museum, NY Studio Gallery, Exit Art, Gallery Aferro, Topaz Arts, Y Gallery, and other art spaces in the city and abroad. He's been commissioned by the NYC Department of Transportation, The Queens Council on the Arts, Queens Museum of Art, Artists Unite, Association of Hispanic Arts (AHA), and has received funding awards from NYSCA, Lower Manhattan Cultural Council -MCAF Program, and NoMAA Regrant Program, made possible by the JPMorgan Chase Foundation and the Upper Manhattan Empowerment Zone Development Corporation. His work has been reviewed by the The New York Times, ART FORUM, Daily News, among others. More information about the artist: [www.hectorcanonge.net](http://www.hectorcanonge.net)

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(PATH Train to Newark. 10 min. walk on Raymond Blvd. Turn right on Dr. Martin Luther King Boulevard)